



# WORKFORCE OBSERVATIONS—WISCONSIN BAY AREA

(BROWN, DOOR, FLORENCE, KEWAUNEE, MANITOWOC, MARINETTE, MENOMINEE, OCONTO, SHAWANO, SHEBOYGAN COUNTIES)

January 2005

State of Wisconsin

Department of Workforce Development

## Wisconsin Bay Area Unemployment Rates Decline During December

December 2004	Brown	Door	Flor.	Kew.	Manit.	Marit.	Meno.	Oconto	Shaw.	Sheb.	Bay Area	Wisconsin
<b>Civilian Labor Force**</b>	154,300	15,800	1,900	10,500	42,000	23,400	2,600	15,600	21,200	65,800	353,200	3,092,200
Employed	148,600	14,700	1,800	10,000	39,800	22,100	2,400	14,300	20,200	63,800	337,600	2,963,800
Unemployed	5,700	1,100	100	500	2,300	1,300	200	1,300	1,000	2,100	15,500	128,300
Unemployment Rate %	3.7%	7.0%	6.4%	4.4%	5.4%	5.6%	7.5%	8.4%	4.8%	3.1%	4.4%	4.2%
Seasonally Adj Rate %	4.3%									3.7%		4.6%
Change from one month ago November 2004												
<b>Civilian Labor Force**</b>	-200	-400	0	0	-500	-100	-30	-230	-100	-600	-2,200	-20,700
Employed	0	-500	0	-100	-500	-100	0	-190	-100	-300	-1,900	-18,800
Unemployed	-200	100	0	0	0	0	-30	-40	100	-300	-400	-1,900
Unemployment rate(%)	-0.1%	1.0%	-0.8%	0.3%	0.0%	0.0%	-0.9%	-0.1%	0.4%	-0.4%	-0.1%	0.0%
Seasonally Adj Rate %	0.0%									-0.1%		-0.3%
Change from one year ago December 2003												
<b>Civilian Labor Force**</b>	6,400	-200	0	-300	-1,400	100	0	-300	100	1,700	6,100	27,100
Employed	7,100	200	0	-100	-300	400	0	-200	200	2,300	9,400	48,500
Unemployed	-600	-400	0	-200	-1,000	-300	0	-100	-100	-600	-3,300	-21,500
Unemployment rate(%)	-0.6%	-2.5%	-1.0%	-1.4%	-2.2%	-1.2%	-0.8%	-0.5%	-0.4%	-1.0%	-1.0%	-0.7%
Seasonally Adj Rate %	-0.7%									-1.1%		-0.8%

\*\* Data base on place of residence. Estimates not seasonally adjusted unless noted. Current monthly estimates are preliminary and rounded so total may not add correctly

The December, seasonally unadjusted unemployment rate was 0.1 of a percentage point below the November rate for the area. This dropped the rate to 4.4 percent. This was the lowest level for the month of December since December 2000 when the rate was 3.3 percent. The rate was 1.0 of a percentage point below December 2003. The average rate (1990 to 2003) for December in the Bay Area is 4.2 percent. This put this month's unemployment rate just above that average.

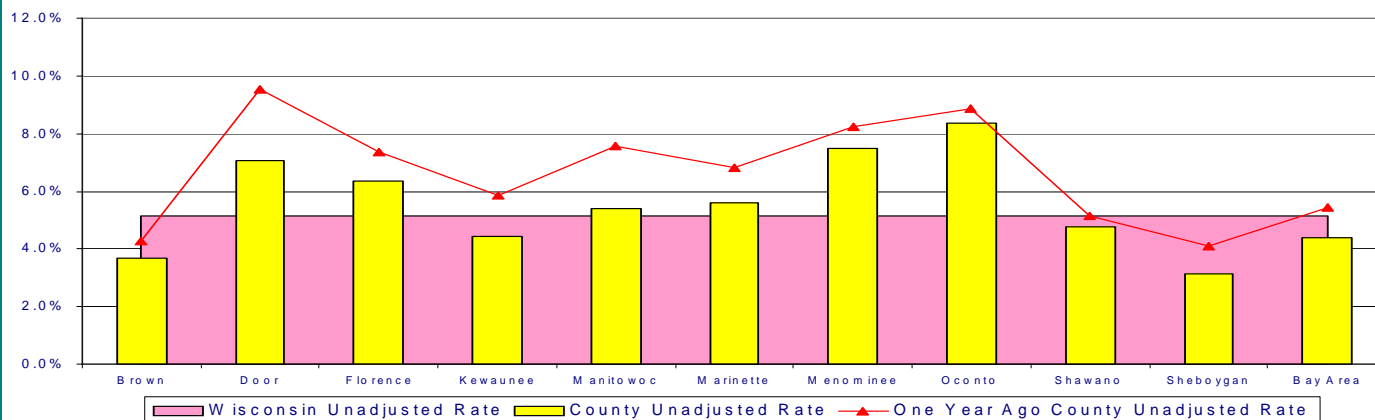
Only three counties in the region had an increase in their unemployment rate over the month, while two were un-

changed and five had declines in their rates. All of the counties experienced a decline when compared to one year ago rates. Door County had the greatest over-the-year decline in the region, dropping 2.5 of a percentage point to 7.0 percent. This was followed by Manitowoc County with a decline of 2.2 of a percentage point. Shawano County had the smallest decline in the region with a drop of 0.4 of a percentage point to 4.8 percent.

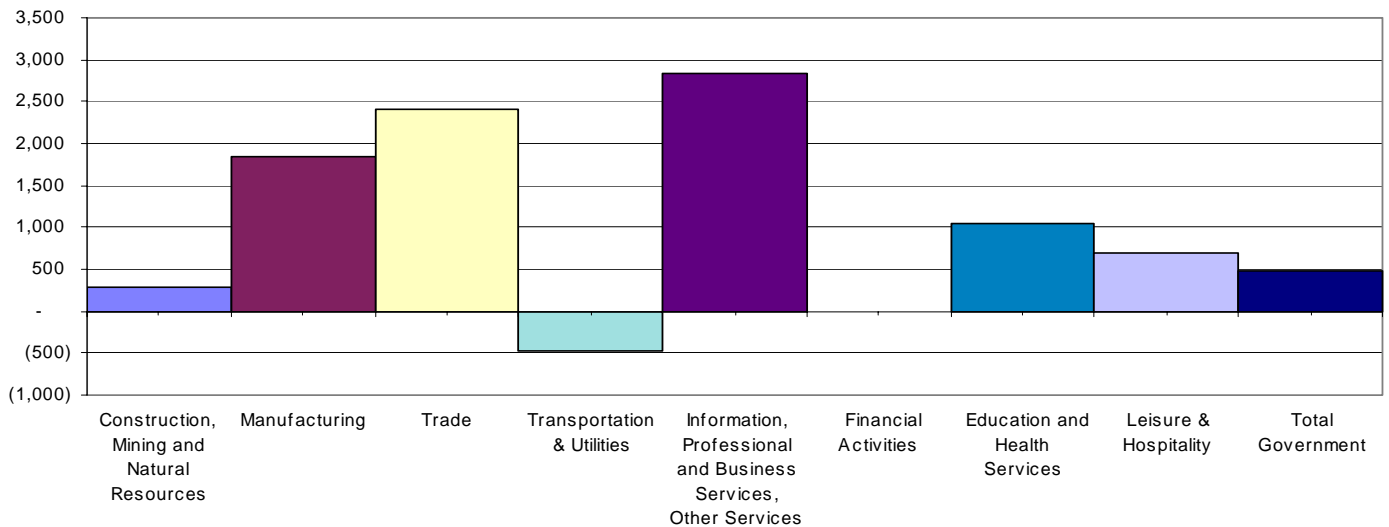
Oconto County had the highest rate in the Bay Area and in the State of Wisconsin at 8.4 percent. Four of the Bay

(Continued on page 2)

Bay Area Unadjusted Rates Compared to Wisconsin



### Change from Dec-03 to Dec-04 for Bay Area Total Nonfarm Employment



Area's ten counties were in the ten highest unemployment rates in the State of Wisconsin during December. Those counties were Oconto (1), Menominee (4), Marinette (5), and Door (9).

The number of workers in the labor force as well as the number employed typically declines during the winter months beginning in November and continuing through February. This December was no exception to the seasonal patterns for the area. During December the number of workers in the area's labor force declined by 2,200 workers.

The number of workers employed in the region was down 1,900 from November to 337,600. During December, the number of unemployed decreased 400 to 15,500 workers.

Both the labor force and the number employed continue to show improvement over one year ago levels. The number of workers in the labor force this year was up 6,100 from last December. The number of employed workers was up 9,400 from last year, while the number unemployed was down 3,300.

Nonfarm wage and salary (NFWS) employment had a small drop of 100 jobs in December. The drop was in the

good producing industries in the region which was down 1,900. The declines were in construction and manufacturing. These losses were offset by a gain of 1,800 jobs in the service providing industries. The majority of the increase in the service providing industries were in trade, which was up 1,500 over the month and transportation and utilities which rose 500. Overall, NFWS employment added 9,100 jobs over the last year. The number of jobs in the region in December was 321,700.

### Seasonally Adjusted Unemployment Rates

The seasonally adjusted rate in the Green Bay MSA was 4.3 percent, unchanged from November. This was 0.7 of a percentage point below last year's rate. The rate in the Sheboygan MSA was 3.7 percent, down 0.1 of a percentage point. The Sheboygan MSA's rate was 1.1 of a percentage point below one year ago.

The rate for the State of Wisconsin was down 0.3 of a percentage point at 4.6 percent. The United States' rate was unchanged at 5.5 percent.

For additional labor market statistics contact our website at <http://www.wisconsin.gov/oea>.

### Consumer Price Index - All Urban Consumers (CPI-U)\*

National (U.S. City Average.) 1982-84 = 100			%Change	Class B/C - North Central States (1996 = 100)			%Change	Class D - North Central States (1996 = 100)			%Change
U.S. City Average	Dec-04	Nov-04	Dec-03	(Size 50,000-1500,000)	Dec-04	Nov-04	Dec-03	(Size Less than 50,000)	Dec-04	Nov-04	Dec-03
All Items	190.3	191.0	3.3%	All Items	117.3	117.7	3.5%	All Items	177.2	177.7	3.3%
Food & Beverage	188.9	188.6	2.6%	Food & Beverage	116.1	116.1	2.1%	Food & Beverage	181.9	180.8	3.5%
Housing	190.7	190.8	3.2%	Housing	115.8	115.8	3.4%	Housing	166.2	167.1	2.8%
Apparel & Upkeep	118.8	123.0	-0.2%	Apparel & Upkeep	89.5	92.1	-0.1%	Apparel & Upkeep	129.1	128.1	-6.8%
Transportation	164.8	167.2	6.5%	Transportation	117.2	119.2	6.3%	Transportation	153.2	155.1	7.6%
Gasoline (all Types)	160.4	171.0	26.1%	Gasoline (all Types)	161.0	173.6	25.2%	Gasoline (all Types)	147.2	155.8	28.3%
Medical Care	314.9	314.1	4.2%	Medical Care	136.9	136.3	6.0%	Medical Care	309.2	309.2	6.2%
Energy	153.7	158.6	16.6%	Energy	146.6	152.3	16.9%	Energy	142.3	144.9	18.9%

Source: U.S. Bureau of Labor Statistics \*Not Seasonally Adjusted

<b>Wisconsin Bay Area Workforce Development Area</b>												
<b>December 2004</b>	<b>Brown</b>	<b>Door</b>	<b>Florence</b>	<b>Kewaunee</b>	<b>Manitowoc</b>	<b>Marinette</b>	<b>Menominee</b>	<b>Oconto</b>	<b>Shawano</b>	<b>Sheboygan</b>	<b>Bay Area</b>	<b>Wisconsin</b>
<b>Total Nonfarm (NFWS) ***</b>	157,700	12,700	1,300	6,500	34,400	21,000	2,300	9,000	13,000	63,700	321,700	2,857,100
Total Private	139,800	11,000	900	5,300	29,900	18,800	200	7,200	10,100	57,100	280,300	2,443,500
Goods Producing	36,700	2,900	300	2,200	11,700	7,300	0	2,500	2,900	26,500	92,900	644,700
Service Producing	121,000	9,900	900	4,400	22,800	13,700	2,300	6,500	10,200	37,200	228,800	2,212,400
Constr., Mining & Nat.Rsrcs	7,700	1,000	100	500	1,200	700	0	500	600	2,600	14,900	127,900
Manufacturing	29,000	1,900	300	1,700	10,500	6,600	0	2,000	2,300	23,900	78,100	516,800
Trade	24,500	1,900	100	800	4,200	3,000	100	1,100	2,100	8,300	46,000	461,500
Transportation & Utilities	9,900	100	0	500	1,700	700	0	400	300	1,200	14,800	109,900
Financial Activities	10,700	600	0	200	1,000	500	0	300	500	2,500	16,300	163,700
Education and Health Services	18,800	1,400	100	500	4,700	2,900	0	1,100	1,600	7,100	38,200	384,800
Leisure & Hospitality	14,700	2,400	200	600	2,900	1,700	0	1,000	1,300	4,000	28,800	240,600
Info., Prof. & Bus. Svcs, Other Svcs	24,500	1,800	100	500	3,800	2,700	100	900	1,500	7,500	43,300	438,300
Total Government	17,900	1,800	300	1,200	4,500	2,300	2,100	1,800	3,000	6,600	41,400	413,600
Federal	1,000	100	30	100	200	100	10	100	100	200	1,900	29,400
State	2,600	100	10	20	200	200	10	30	100	600	3,800	99,700
Local	14,300	1,600	300	1,100	4,200	1,900	2,100	1,700	2,800	5,800	35,700	284,500
<b>Change from one month ago</b>	<b>November 2004</b>											
<b>Total Nonfarm (NFWS) ***</b>	1,000	-400	0	0	-300	-100	0	-100	0	-200	-100	-11,000
Percent change NFWS from last month	0.6%	-3.1%	-0.9%	0.1%	-1.0%	-0.3%	0.1%	-0.8%	-0.1%	-0.3%	0.0%	-0.4%
Total Private	900	-500	0	-50	-300	-80	10	-110	-60	-300	-500	-11,100
Goods Producing	-900	-100	-10	-20	-250	-100	0	-80	-40	-400	-1,900	-12,900
Service Producing	1,900	-300	-10	0	-100	0	0	0	0	200	1,800	1,900
Constr., Mining & Nat.Rsrcs	-600	0	-10	-20	-180	-50	0	-40	-30	-200	-1,200	-9,900
Manufacturing	-300	-100	0	0	-70	-50	0	-40	-10	-200	-800	-3,000
Trade	1,100	0	0	-10	20	50	0	10	20	300	1,500	233,300
Transportation & Utilities	200	0	0	10	-40	0	0	0	0	300	500	62,000
Financial Activities	100	0	0	0	10	0	0	10	0	0	100	1,500
Education and Health Services	-100	0	0	10	20	10	0	0	-10	100	0	4,300
Leisure & Hospitality	400	-200	0	-20	-20	-70	0	-30	-30	-100	-100	-9,700
Info., Prof. & Bus. Svcs, Other Svcs	100	0	0	-10	-30	30	0	-10	0	-200	-200	-8,600
Total Government	100	100	-10	100	0	0	0	0	0	100	300	100
Federal	0	0	0	0	0	0	0	0	0	0	0	0
State	-100	0	0	0	0	-10	0	0	0	-100	-200	-1,800
Local	200	100	0	100	0	0	0	0	0	200	600	1,900
<b>Change from one year ago</b>	<b>December 2003</b>											
<b>Total Nonfarm (NFWS) ***</b>	6,800	200	0	0	-300	300	0	-100	200	2,100	9,100	63,200
Percent change NFWS from last year	4.5%	1.5%	0.4%	-0.2%	-0.8%	1.3%	-1.6%	-1.2%	1.6%	3.4%	2.9%	2.3%
Total Private	6,500	300	100	0	-300	300	0	-100	-100	2,000	8,600	67,500
Goods Producing	1,800	100	0	0	-400	200	0	-300	0	800	2,100	17,800
Service Producing	86,100	100	0	0	100	100	0	200	200	1,300	88,100	45,400
Constr., Mining & Nat.Rsrcs	100	0	0	0	100	0	0	0	0	0	300	2,400
Manufacturing	1,700	100	0	0	-500	100	0	-300	-100	800	1,900	15,400
Trade	2,000	-100	0	0	-100	0	0	0	0	600	2,400	14,900
Transportation & Utilities	-500	0	0	0	0	0	0	0	0	-100	-500	1,700
Financial Activities	-200	0	0	0	0	0	0	0	0	100	0	3,600
Education and Health Services	400	0	0	0	100	100	0	100	100	300	1,100	10,900
Leisure & Hospitality	500	100	0	0	0	100	0	0	-100	0	700	3,600
Info., Prof. & Bus. Svcs, Other Svcs	2,500	100	0	0	0	0	0	0	0	300	2,800	15,000
Total Government	300	-100	-100	0	0	0	0	0	300	100	500	-4,300
Federal	0	0	0	0	0	0	0	0	0	0	0	-800
State	0	0	0	0	0	0	0	0	0	0	0	-1,000
Local	300	-100	-100	0	0	0	0	0	300	100	500	-2,500
*** Includes employment with employers located in area. Estimates are NOT seasonally adjusted.												
Current month estimates are preliminary. Totals may not add due to rounding. Calculations based on unrounded numbers. NFWS data is benchmarked to 3/2003												

**Look for the most current Labor Market Information at: <http://dwd.wisconsin.gov/oea>**

Direct questions and comments to: **Richard Seidemann, Regional Labor Market Analyst**, Sheboygan County Job Center, 3620 Wilgus Avenue, Sheboygan, WI 53081 920-208-5809 920-459-3845(FAX) E-mail: [richard.seidemann@dwd.state.wi.us](mailto:richard.seidemann@dwd.state.wi.us)

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# Introduction of New and Redefined Metropolitan Statistical Areas

The Office of Management and Budget (OMB) defines metropolitan statistical areas. The defined metropolitan statistical areas are based on application of the year 2000 standards (which appeared in the *Federal Register* on December 27, 2000) to Census 2000 data and were announced by OMB effective June 6, 2003. For more information on the definition process use: <http://www.census.gov/population/www/estimates/metrodef.html> or <http://www.census.gov/population/www/estimates/aboutmetro.html>

Beginning with the release of January 2005 data, Wisconsin and all other state's Current Employment Statistics (CES) programs will begin using the newly defined Metropolitan Statistical Areas. Metropolitan Statistical Areas consist of one or more counties.

Wisconsin will have 11 Metropolitan Statistical Areas within its borders: MSA Title (Wisconsin counties included)

1. Appleton (Outagamie and Calumet) \*\*
2. Eau Claire (Eau Claire and Chippewa)
3. Fond du Lac (Fond du Lac) \*\*
4. Green Bay (Brown, Oconto and Kewaunee) \*
5. Janesville (Rock)
6. Madison (Dane, Columbia and Iowa) \*
7. Milwaukee-Waukesha-West Allis (Milwaukee, Waukesha, Ozaukee and Washington)
8. Oshkosh-Neenah (Winnebago) \*\*
9. Racine (Racine)
10. Sheboygan (Sheboygan)
11. Wausau (Marathon)

\* New definition

\*\* New MSA

Wisconsin will have 4 Metropolitan Statistical Areas overlapping its borders:

MSA Title (counties/state included)

1. La Crosse (La Crosse/WI plus Houston/MN).
2. Minneapolis-St. Paul-Bloomington (Anoka, Carver, Chicago, Dakota, Hennepin, Isanti, Ramsey, Scott, Sherburne, Washington and Wright/MN plus Pierce and St. Croix/WI).

3. Duluth (Carlton and St. Louis/MN plus Douglas/WI).

4. Chicago-Naperville-Joliet (Cook, DeKalb, DuPage, Grundy, Kane, Kendall, Lake, McHenry and Will/IL plus Jasper, Lake, Newton and Porter/IN plus Kenosha/WI).

Wisconsin's CES program is responsible for the production of statistics pertaining to the eleven "in state" MSA's and the "cross-state" MSA of LaCrosse. Minnesota or Illinois CES programs (depending on the largest city within the area) are responsible for the statistical development of the other listed cross-state MSA's.

Wisconsin's CES program will publish information for twelve MSA's, an increase from the eleven MSA's defined under the 1990 Census. Significant changes to the MSA structure will be:

- The introduction of Fond du Lac County as the **Fond du Lac Metropolitan Statistical Area**.
- The inclusion of two additional counties (Columbia and Iowa) to the **Madison MSA**.
- The inclusion of two additional counties (Kewaunee and Oconto) to the **Green Bay MSA**.
- The split of Appleton-Oshkosh-Neenah MSA into two MSA's – **Appleton MSA** and **Oshkosh-Neenah MSA**.
- The "loss" of the **Kenosha MSA** to the large Chicago-Naperville-Joliet MSA under the state of Illinois' CES program control.

As mentioned previously, January 2005 CES data will be released using the new MSA definitions listed above. For redefined and new areas, this means all data existing under the old definition is not comparable with the January 2005 data and any future data. Every precaution should be taken to avoid using time series data that may exist with a MSA redefinition point. To help data users avoid problems of this nature, CES data will be reconstructed back to 1990 using the new MSA definitions. **Complete replacement of historical data for new and redefined MSA's is strongly encouraged.**

A topside review of the new and redefined MSA's reveals the following (based on March 2003 data):

- ✓ The newly introduced Fond du Lac MSA Total Nonfarm employment is 46,600.
- ✓ The redefined Madison MSA, with 322,600 workers, includes 30,600 workers (+10.5%) from the addition of two counties (Columbia and Iowa) when compared to the old single county (Dane) Madison MSA.
- ✓ The Green Bay MSA has added 15,400 workers due to inclusion of Kewaunee and Oconto counties within its redefinition, to reach a Total Nonfarm employment level of 161,700. The additional counties result in a definitional increase of 10.7%.
- ✓ The split of the old Appleton-Oshkosh-Neenah MSA into two separate MSA's revealed 111,800 employees in the Appleton MSA (55.5% of the old definition) and 89,600 employees in the Oshkosh-Neenah MSA (44.5% of the "old").
- ✓ Kenosha's 54,100 workers are now included in the Chicago area employment statistics.

A map of Wisconsin's Metropolitan Statistical Areas can be found at:

[http://worknet.wisconsin.gov/worknet\\_info/maps/pdf/Metro-Micro-Areas.pdf](http://worknet.wisconsin.gov/worknet_info/maps/pdf/Metro-Micro-Areas.pdf)

You will note inclusion of Micropolitan Statistical Areas on the map. OMB defines these areas as having at least one urban cluster of at least 10,000 but less than 50,000 population. The Current Employment Statistics program will not be developing data for Micropolitan Statistical Areas.